

# OR MOVEMENT IMPACT GROUPS



## OUR VISION

OR Movement is committed to building the future of Israel- united, stable, safe and growing in a variety of fields in all parts of the country, for all citizens. Over the past twenty years we have invested in Economic & Social Development, Urban Planning & Development and Community & Bridge Building initiatives to create a country with three thriving centers (Negev, Tel Aviv/Jerusalem, Galilee) each offering a unique high quality of life to solve the challenges and divides in Israel. A key component of developing the Negev & Galilee and establishing a strong foundation for future growth is OR Movement Impact Groups.

Impact Groups are the pioneers of the 21st century and a powerful tool for developing the Negev and Galilee, transforming narratives, challenging legacy paradigms and proactively driving coexistence from the ground up. Impact Groups are a collective of diverse individuals and families from all religions and backgrounds who relocate to cities in the periphery and establish a united collaborative community. Together they implement on the ground projects, welcome new transplants, and create significant impact by fostering community, developing new leaders, and contributing to economic and social change.

## OUR GOAL

**Our goal is to establish 30 Impact Groups in the Negev and Galilee over the next five years.** We will inspire the next generation of innovators to co-create, implement and lead initiatives that generate positive change in the social and business sectors, create more inclusive neighborhoods, and influence large-scale relocation to the Negev and Galilee. By leading through example and fostering collaborative co-existence with Jews, Non-Jews, secular and religious communities, we believe our Impact Groups are the catalysts of change and offer a new paradigm for the periphery/ new centers of Israel.

Leadership Training &  
Skill Building

Community  
Programming  
(Events, seminars,  
materials for cross-cultural  
experiences)

PROGRAM  
COMPONENTS

Subsidized Housing/  
Relocation Scholarships

Marketing &  
Communications to scale  
the Impact Group

## IMPACT GROUPS INFLUENCE A CITY IN TWO WAYS:

### QUANTITATIVELY

are catalysts for significant population growth (3 pioneers = 300 community members = 3000 adopters)

### QUALITATIVELY

are the heartbeat of the city and sculpt the local footprint of the community by way of culture, leadership, employment opportunities, and new innovative social solutions

## BUDGET

3-Year Commitment for 1 Group

Group Leader & Coordinator	80K
Housing Support	180K
Community Programming	250K
Leadership Training	80K
Marketing & Communication	60K
<b>TOTAL FUNDING REQUEST</b>	<b>650K</b>



# OR MOVEMENT IMPACT GROUPS



## CASE STUDIES



### 1. CARMIT

#### Impact Group: IDF, Pilots, TLV Families

In 2011, 116 pioneers relocated to Carmit seeking a better quality of life, one rich in nature, community, and with an education system that fosters coexistence. Three Impact Groups lead the charge in Carmit; the Intelligence and Technology IDF Unit with the Chief of Staff of the Army at the helm, a group of Pilots, and a group of Tel Aviv families. The combination of these three diverse groups is expected to inspire approx. 20K more people to relocate to Carmit. These impact groups have a well-rounded perspective on economic and social growth and focus on implementing a variety of on-the-ground projects: Environmental (preservation of a forest/ planted thousands of trees, recycling water and sewage to ensure desalinated water is available in the region), Educational (high standard of early-childhood education), and Wellness (promotes healthy active living through leading running and cycling groups, and organizing an annual race 100's of people).



### 2. AKKO

#### Impact Group: Immigration

In December 2022, OR Movement helped relocate 26 Russian and Ukrainian immigrants because of the war, and provided 360° of wraparound services (housing, language classes, employment assistance, community programming etc.). This new micro-community

has integrated into Israeli society and is now in the process of welcoming an additional 30 immigrants to Akko.



### 3. AKKO

#### Impact Group: Arts/Culture

We believe that music and art has the capacity to bridge divides, create community and shift social consciousness. In 2022 OR Movement helped open a 2nd location of the Rimmon School of Music in Akko. A city historically polarized by religion has developed an Impact Group of 15 students who are focused on bringing Jewish and non-Jewish communities together through music and art. This Impact Group lives in the center of the city and regularly contributes to the community by hosting performances for the public and partnering with local municipalities to curate cultural and educational experiences for Akko. Our goal is to double the size of the Impact Group in 2023 and make music and art programs accessible to all throughout the region.



### 4. DIMONA

#### Impact Group: Students/Youth

Developing the next generation of leaders and empowering youth is a core component of our Impact Group model. In 2022 we established the founding Student Impact Group in Dimona to help bring a student experience to the city. The impact group is made of 24 members who live as a community in the heart of the Ha-Nitzahon

neighborhood. They maintain good neighborly relationships, bring a fresh young spirit into the city, volunteer with the elderly residents, produce cultural events for young people, and participate in municipal forums focused on the development of the neighborhood. Our 2023 goal is to create a community of over 100 youth working together to sculpt the neighborhood and establish a blueprint for future Student Impact Groups.



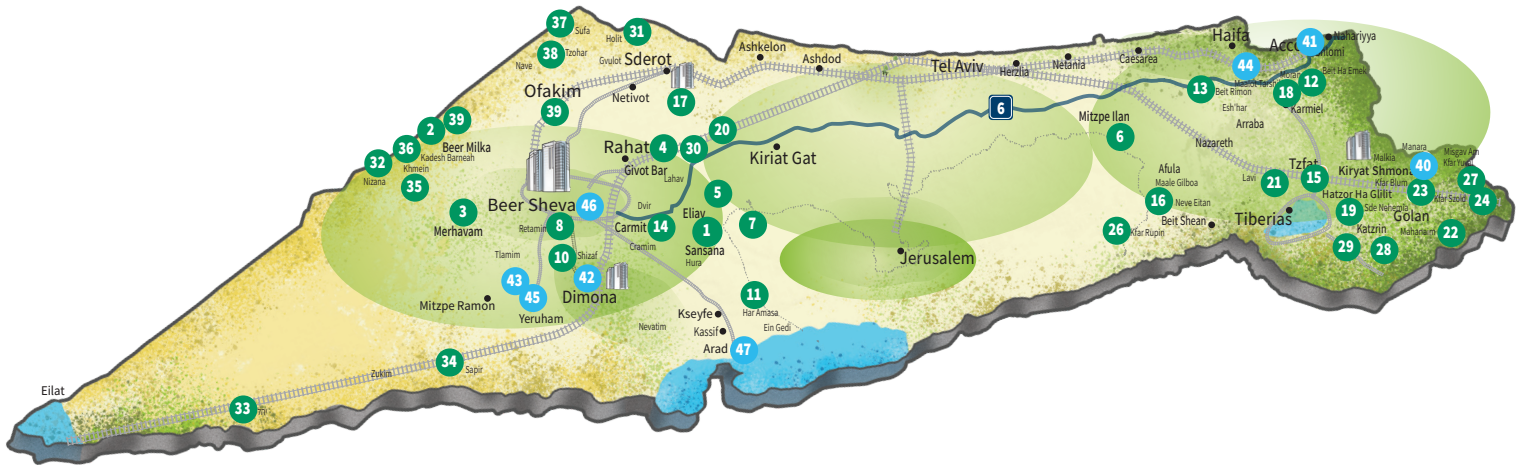
### 5. DROR

#### Impact Group: IDF, Zionist, Medical

Dror is a brand-new town rooted in strong Jewish values and Zionism, and composed of 173 residents with diverse skill sets and backgrounds (Doctors, educators, bakers, tourism). In 2011, an initial small group of families relocated from Tel Aviv to the Negev with a dream of establishing a rich Jewish future for their children and children's children and set up camp on land that would later become the town of Dror. The Impact Groups in Dror have partnered with OR and the local municipality to build a neighborhood for IDF personnel and a pre-military preparatory school, establish a center for at-risk youth and programs to care for Jews in need, and are currently leading a catering and tourist housing project for travelers on the Israel National Trail/Yatir Forest. Impact Group capabilities are robust and diverse and in 2023 their goals are to set up alternative medicine and medical facilities and healthy bakeries. Our goal is to continue to empower these groups and attract an additional 400 families who value Jewish continuity and coexistence to relocate to Dror scaling the community to 15,000.



# OR MOVEMENT IMPACT GROUPS



## RURAL AREAS:

- 1 SANSANA (1999)**  
14 Families (Impact Group)  
252 Families (2022)
- 2 BEER MILKA (2002)**  
6 Families (Impact Group)  
67 families (2022)
- 3 MERHAV AM (2002)**  
6 Families (Impact Group)  
185 families (2022)
- 4 GIVOT BAR (2004)**  
27 Families (Impact Group)  
203 families (2022)
- 5 ELIAV (2004)**  
9 Families (Impact Group)  
246 families (2022)
- 6 MITZPE ILAN (2006)**  
15 families (Impact Group)  
241 families (2022)
- 7 MAHANE YATIR (2010)**  
36 families (Impact Group)  
87 families (2022)
- 8 CARMIT (2011)**  
116 families (Impact Group)  
583 families (2022)
- 9 RETAMIM (2009)**  
8 families (Impact Group)  
240 families (2022)
- 10 SHIZOF (2015)**  
15 families (Impact Group)  
39 families (2022)
- 11 HAR AMASA (2011)**  
12 families (Impact Group)  
77 families (2022)
- 12 MORAN (2005)**  
14 families (Impact Group)  
164 families (2022)
- 13 ESHHAR (2006)**  
15 families (Impact Group)  
332 families (2022)
- 14 KRAMIM (2006)**  
20 families (Impact Group)  
149 families (2022)
- 15 HUKOK (2007)**  
8 families (Impact Group)  
239 families (2022)
- 16 NEVE EITAN (2007)**  
20 families (Impact Group)  
80 families (2022)
- 17 SHUVA (2009)**  
12 families (Impact Group)  
255 families (2022)
- 18 BROR HAYIL (2010)**  
5 families (Impact Group)  
348 families (2022)
- 19 SHTULA (2010)**  
5 families (Impact Group)  
108 families (2022)
- 20 YOSHIVIA (2011)**  
6 families (Impact Group)  
227 families (2022)

- 21 KFAR BLUM (2005)**  
12 families (Impact Group)  
328 families (2022)
- 22 MAHANAYIM (2006)**  
8 families (Impact Group)  
270 families (2022)
- 23 SDE NEHEMIA (2006)**  
32 families (Impact Group)  
385 families (2022)
- 24 KFAR SZOLD (2006)**  
10 families (Impact Group)  
243 families (2022)
- 25 BEIT RIMON (2006)**  
15 families (Impact Group)  
324 families (2022)
- 26 YUVAL (2007)**  
25 families (Impact Group)  
201 families (2022)
- 27 DEGANIA BET (2007)**  
25 families (Impact Group)  
262 families (2022)
- 28 PA'AMEI TASHAZ (2008)**  
10 families (Impact Group)  
183 families (2022)
- 29 KFAR RUPPIN (2008)**  
10 families (Impact Group)  
185 families (2022)
- 30 BEIT KAMA (2008)**  
14 families (Impact Group)  
363 families (2022)

- 31 EREZ (2010)**  
13 families (Impact Group)  
203 families (2022)
- 32 NITZANA (2013)**  
15 families (Impact Group)  
91 families (2022)
- 33 YAHIEL (2013)**  
20 families (Impact Group)  
113 families (2022)
- 34 SAPIR (2013)**  
10 families (Impact Group)  
184 families (2022)
- 35 KMEHIN (2013)**  
8 families (Impact Group)  
(77 families 2022)
- 36 KADESH BARNEA (2013)**  
(NITZANEI SINAI)  
7 families (Impact Group)  
198 families (2022)
- 37 SUFA (2013)**  
13 families (Impact Group)  
79 families (2022)
- 38 TZOHAR (2013)**  
30 families (Impact Group)  
185 families (2022)
- 39 NAHAL OZ (2014)**  
20 families (Impact Group)  
159 families (2022)

## CITIES:

- 40 KIRYAT SHMONA**  
Impact Group 2021:  
20 Members
- 41 AKKO: (3 IMPACT GROUPS)**  
Impact Group 2021: 10 Members  
Impact Group 2022: 14 Members  
Impact Group 2022: 26 Members
- 42 DIMONA**  
Impact Group 2022: 14 Members
- 43 OFAKIM**  
Impact Group 2020: 20 Members
- 44 MA'ALOT-TARSHIHA**  
Impact Group 2011: 15 Members
- 45 YERUHAM**  
Impact Group 2011: 20 Members
- 46 BEER SHEVA**  
Impact Group 2011: 20 Members
- 47 ARAD**  
Impact Group 2014: 20 Members

